

**AMENDMENTS TO THE CLAIMS**

Claims 1-51 (Cancelled)

52 (New) A method, performed by at least one computer in a lead processing system, for processing customer leads, comprising:

receiving a customer lead;

routing the customer lead, through the lead processing system, based upon a plurality of rules;

receiving feedback from a user to which the customer lead was routed; and

rerouting the customer lead, through the lead processing system, based upon the plurality of rules and the received feedback, wherein

the plurality of rules are computer data structures and include:

global rules applicable to all users, and

a user specific rule applicable to a specific user.

53. (New) The method of claim 52, wherein

the received feedback includes an indication whether the lead is to be accepted, rejected, or rerouted.

54. (New) The method of claim 52, wherein

the feedback is received from at least one of a plurality of secondary lead management servers within the lead processing system.

55. (New) The method of claim 52, wherein  
the plurality of rules include a prioritization rule configured to assign a priority to the lead based upon an attribute of the lead.

56. (New) The method of claim 52, wherein  
the plurality of rules include an assignment rule configured to assign the lead to a plurality of users.

57. (New) The method of claim 52, wherein  
the plurality of rules include an attachment rule configured to attach additional information to the lead during the routing.

58. (New) The method of claim 57, wherein  
the additional information includes a description of a product associated with the lead.

59. (New) The method of claim 58, wherein  
the additional information includes documentation of a program to facilitate a sale of the product.

60. (New) The method of claim 52, wherein  
the plurality of rules includes a workflow rule configured to optimize a flow of the lead through the lead processing system.

61. (New) The method of claim 52, further comprising  
tracking an advancement of the lead through the lead processing system.

62. (New) A lead processing system for processing customer leads, comprising:  
at least one computer, wherein the at least one computer is configured to perform:  
    receiving a customer lead;  
    routing the customer lead, through the lead processing system, based upon a  
plurality of rules;  
    receiving feedback from a user to which the customer lead was routed; and  
    rerouting the customer lead, through the lead processing system, based upon the  
plurality of rules and the received feedback, wherein  
the plurality of rules are computer data structures and include:  
    global rules applicable to all users, and  
    a user specific rule applicable to a specific user.

63. (New) The system of claim 62, wherein  
the received feedback includes an indication whether the lead is to be accepted, rejected,  
or rerouted.

64. (New) The system of claim 62, further comprising  
a plurality of secondary lead management servers, wherein

the feedback is received from at least one of the plurality of secondary lead management servers.

65. (New) The system of claim 62, wherein  
the plurality of rules include a prioritization rule configured to assign a priority to the lead based upon an attribute of the lead.

66. (New) The system of claim 62, wherein  
the plurality of rules include an assignment rule configured to assign the lead to a plurality of users.

67. (New) The system of claim 62, wherein  
the plurality of rules include an attachment rule configured to attach additional information to the lead during the routing.

68. (New) The system of claim 67, wherein  
the additional information includes a description of a product associated with the lead.

69. (New) The system of claim 68, wherein  
the additional information includes documentation of a program to facilitate a sale of the product.

70. (New) The system of claim 62, wherein

the plurality of rules includes a workflow rule configured to optimize a flow of the lead through the lead processing system.

71. (New) The system of claim 62, the at least one computer is further configured to perform:

tracking an advancement of the lead through the lead processing system.